



Tobacco Use in the Army And Social Norming

FHP Conference



- Purpose

- This presentation will provide:

- an overview of tobacco use in the Army
 - what health care providers can do to reduce tobacco initiation and increase cessation
 - how campaigns like social norming can have a significant impact on tobacco use in the

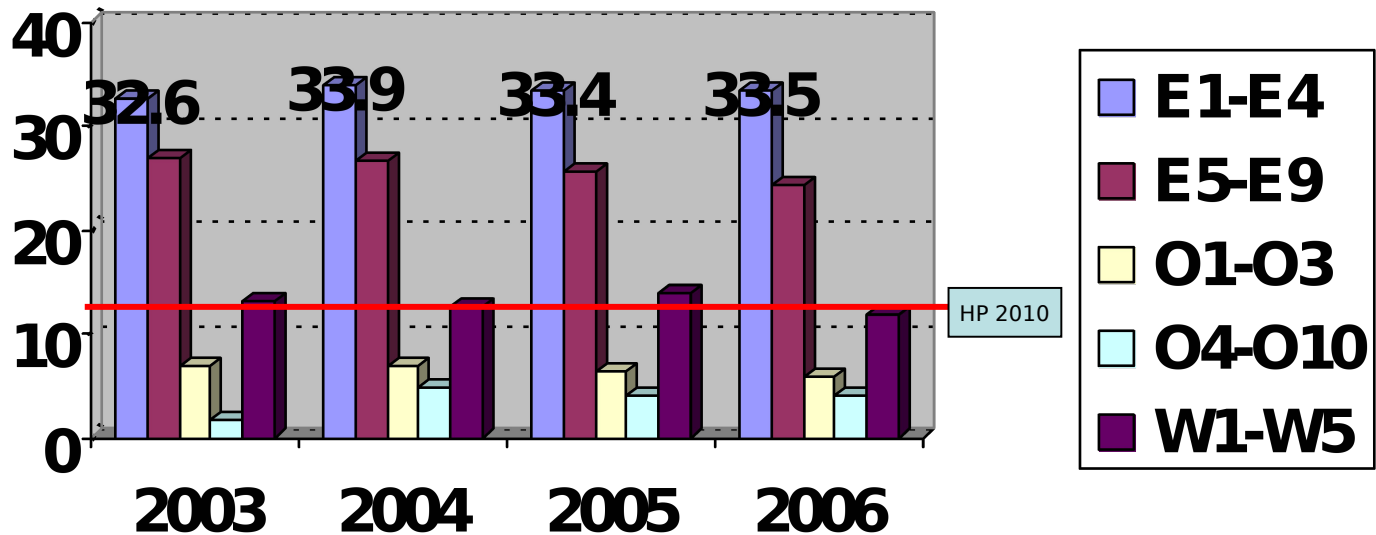


- Objectives
 - 1) Describe current tobacco use rates and trends in the Army
 - 2) Discuss the use of tobacco use Clinical Practice Guidelines and the role of dentists in tobacco control
 - 3) Describe the science of social norming and its potential for reducing tobacco use among Soldiers



Tobacco Use

Smoking Percentages by Rank Among US Army Personnel

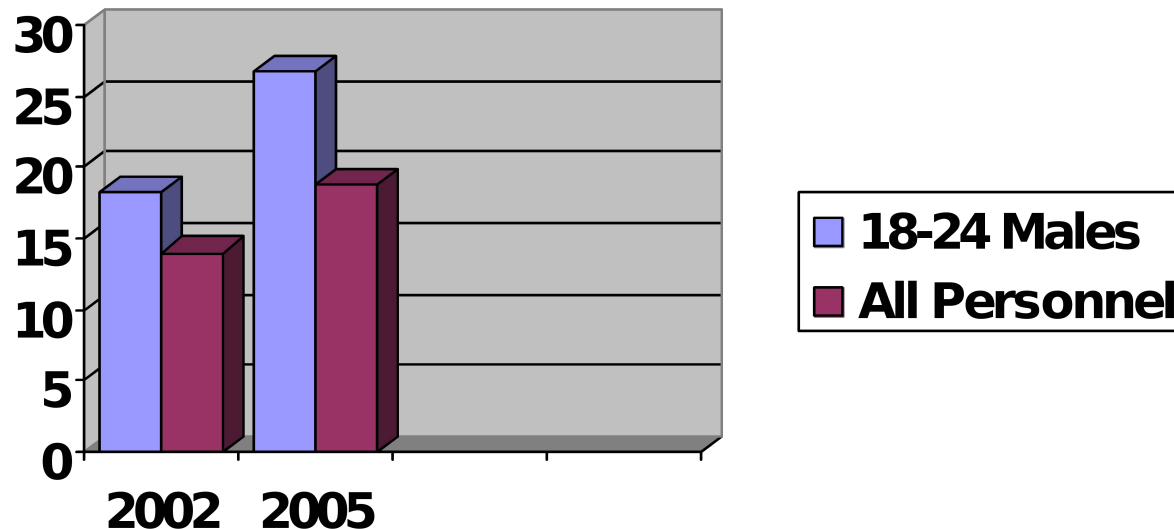


- Source: Corporate Dental Application (CDA)



Tobacco Use

Smokeless Tobacco Use Among US Army Personnel



Source: DoD Survey of Health Related Behaviors
(Now DoD Lifestyles Assessment Program - DLAP)



Tobacco Use Management

- Tobacco Use Management CPGs

- Available at

- http://www.oqp.med.va.gov/cpg/TUC3/TUC_Base.htm

- Training available at

- <http://www.medscape.com/viewprogram/3607?src=search>



Tobacco Use Management

- Key Points
 - Every tobacco user should be advised to quit
 - Tobacco use is a chronic relapsing condition that requires repeated interventions
 - Several effective treatments are available
 - It is essential to provide access to effective evidence-based tobacco use counseling treatments and pharmacotherapy



Tobacco Use Management

- Key Points (cont'd)
 - Collaborative tailored treatment strategies result in better outcomes
 - Quitting tobacco leads to improved health and quality of life
 - Prevention strategies aim at reducing initiation, decreasing relapse, and eliminating exposure to environmental tobacco smoke



Tobacco Use Management

- 5 As
 - **Ask** about tobacco use
 - **Advise** to quit
 - **Assess** willingness to quit
 - **Assist** tobacco user to quit
 - **Arrange** follow-up



Social Norming

- Behavior is influenced by incorrect perceptions of how other members of our social groups think and act.
- Providing targeted normative feedback to correct misperceptions of norms is the critical ingredient of the social norms approach.
- Interventions focus on the healthy attitudes and behavior of the majority and try to increase it, while also using information about healthy norms to guide interventions with abusers.



Social Norming

- As long as Soldiers keep smoking they will serve as role models and it will be immensely more difficult for Soldiers to quit.





Social Norming

- A misperception occurs when there is an overestimation or underestimation of the prevalence of attitudes and/or behaviors in a group or population.



Social Norming

- Types of misperceptions
 - Pluralistic ignorance -the majority who engage in healthy behavior may incorrectly believe they are in the minority
 - False consensus - minority of people with unhealthy attitudes and/or behaviors may incorrectly think that they are in the majority
 - False uniqueness -an individual may enjoy thinking that her or his behavior is more unique than it really is



Social Norming

- Drs. Wesley Perkins and Alan Berkowitz began work involving social norming in the late 1980s when they noticed that college students consistently overestimated how much and how often their friends drank alcohol.





Social Norming Campaign

- A Pilot Study to Determine the Impact of a Social Norming Campaign on Tobacco Use and Attitudes Among Soldiers in Advanced Individual Training



OBJECTIVES: The purpose of this quasi-experimental study is to determine the impact of a social norming campaign on Army recruits':

- a) tobacco use behaviors (initiation and re-initiation)
- b) attitudes toward tobacco use, including intentions



- Campaign developed based on anonymous baseline data
“60% of the AIT students believe that 70% or more are smokers, when only 34% actually admitted to smoking every day before BCT”



- This media campaign will include posters and placards that will be placed in highly visible areas (dining facilities, latrines, dayrooms, TMCs, dental clinics).



- Two out of three AIT students at Aberdeen do not smoke every day
- AIT students at Aberdeen spend an average of \$28 per week on cigarettes. That's over \$1400 a year, \$7000 in 5 years
- Nearly one out of every two AIT students at Aberdeen think that tobacco use is never good
- Most AIT students at Aberdeen say that it is unlikely that they will be smoking a year from now
- Three out of four AIT students at Aberdeen want to remain a non-smoker



- Only one in five AIT students at Aberdeen who smoke say they like the taste
- Only one in one hundred AIT students at Aberdeen think smoking makes them look better
- Only one out of ten AIT students at Aberdeen uses smokeless tobacco daily
- Most AIT students at Aberdeen agree that people who smoke cigarettes even occasionally are addicted to nicotine



- Most AIT students at Aberdeen agree that smokers have less energy
- Most AIT students at Aberdeen agree that people who use smokeless tobacco even occasionally are addicted to nicotine
- Half of the AIT students at Aberdeen believe that tobacco causes more problems than alcohol in the Army
- Most AIT students at Aberdeen believe that second hand smoke is dangerous to other people
- Most AIT students at Aberdeen believe that tobacco is addictive and people who smoke or use smokeless tobacco should be confronted and offered treatment, much like we do for an alcoholic.



- Most AIT students at Aberdeen believe that smoking and smokeless tobacco have short term negative health consequences
- Most AIT students at Aberdeen would rather socialize in a smoke free environment
- Over half of the AIT students at Aberdeen believe that peoples smoking habits have caused a major problem at AIT
- Most AIT students at Aberdeen would rather date a non-smoker



Think smoking is cheap?

According to AIT students surveyed at APG:

- They spend an average of \$28 per week, that's \$1400 per year, and over \$7000 in 5 years on cigarettes
- By becoming tobacco free, you could:
 - Buy a 25" color TV in 3 months
 - Buy an X-box 360 and several games in 6 months
 - Make a down payment on a new car in a year

Be Tobacco Free!

For help in becoming tobacco-free. See your health care team.



For more information contact:
<http://chppm-www.apgea.army.mil/>





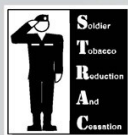
Do you think smoking makes you cool?

According to AIT students surveyed at APG:

- Only 1% think smoking makes them look better
- 70% report that they are not daily smokers
- 75% want to remain a non-smoker
- 56% agree that people who smoke cigarettes even occasionally are addicted to nicotine

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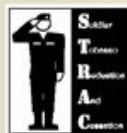
Do you think that most young Soldiers smoke?

According to AIT students
surveyed at APG:

- 70% report that they are not daily smokers
- 75% want to remain a non-smoker
- 70% believe they will not smoke when allowed to in AIT

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Do you think everyone dips?

According to AIT students surveyed at APG:

- Only 1% use smokeless tobacco daily

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Think most people don't care if their dates smoke?

According to AIT students
surveyed at APG:

- 61% prefer to date a non-smoker
- 68% prefer to socialize in a smoke-free environment
- 86% believe second-hand smoke is dangerous

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- Post questionnaire
 - Before BCT, what was your cigarette smoking pattern?
 - After smoking restrictions were lifted in AIT, what was your cigarette smoking pattern?
 - Which statement below about Soldiers' use of tobacco (including cigarettes, cigars, smokeless tobacco) do you feel best represents your own attitude? (select one)
 - Tobacco use is never a good thing to do
 - Occasional tobacco use is ok, but not daily use
 - Daily tobacco use is ok if that's what the individual wants to do



- Questions

